

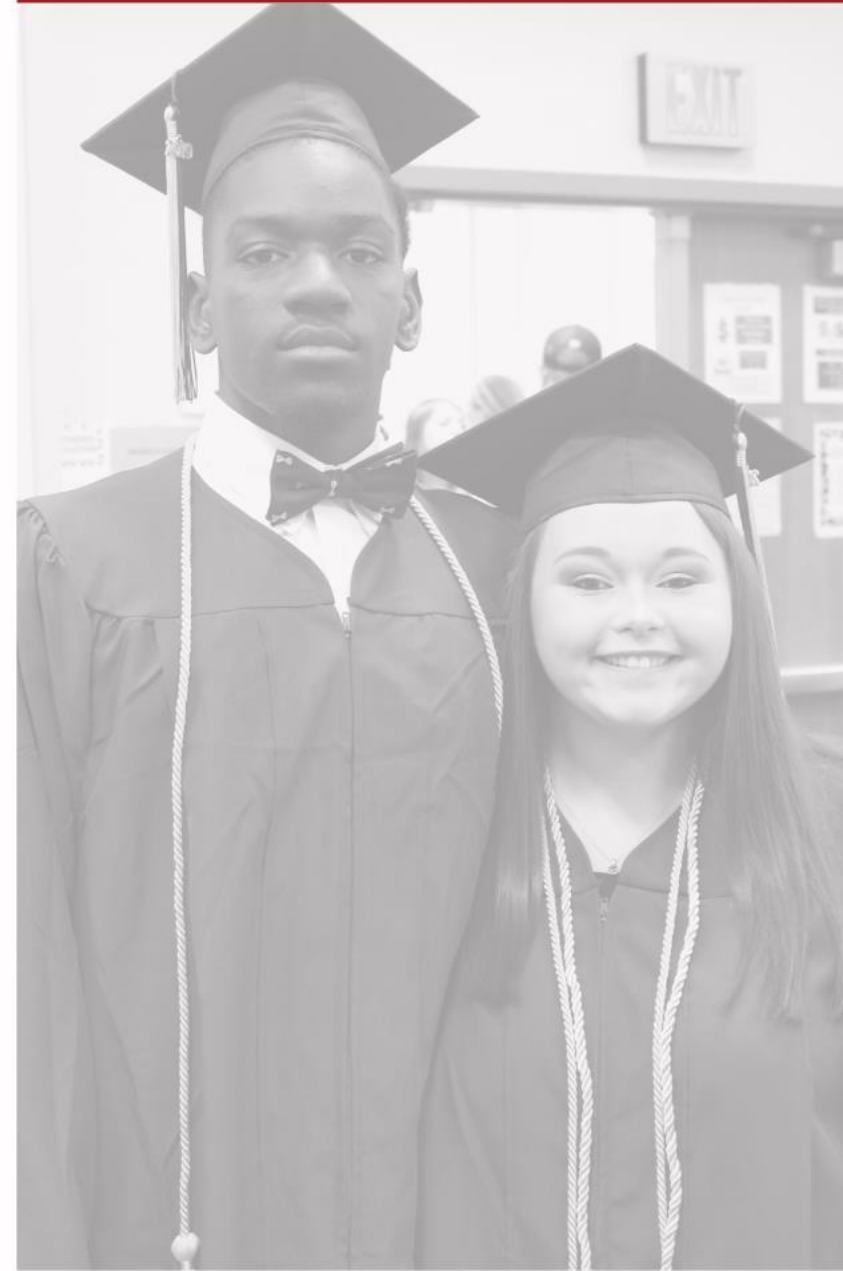
*The Charter Institute at*  
**ERSKINE**



**BUILDING COMMUNITY SUPPORT**  
**NOVEMBER 15, 2019**

CREATIVE MINDS  
INNOVATIVE SCHOOLS  
EFFECTIVE RESULTS

CHARTER INSTITUTE  
at ERSKINE



# FORMULA FOR MARKETING SUCCESS



**WHAT THEY CARE ABOUT**



**WHERE THEY ARE**



**FROM THE PEOPLE THEY TRUST**

# WHAT THEY CARE ABOUT



EDUCATION PROGRAMS



HIGH-QUALITY TEACHERS



SAFETY



ACCESS TO TECHNOLOGY



OPPORTUNITIES FOR PARENTAL INVOLVEMENT



LOCATION AND CONVENIENCE

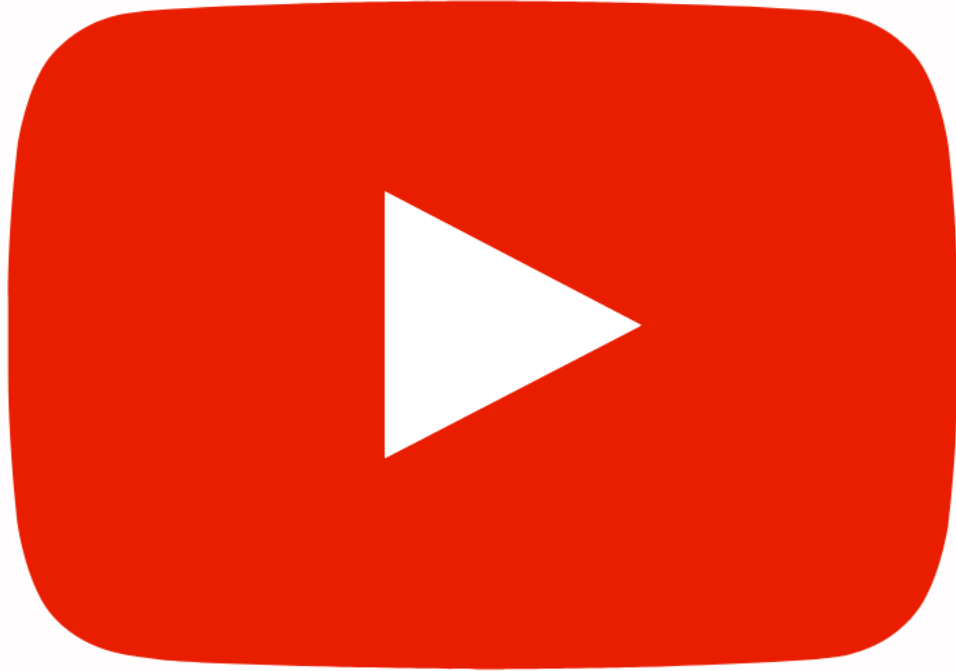


CLASS SIZE



THE MATCH BETWEEN PARENTS' AND SCHOOLS' VALUES

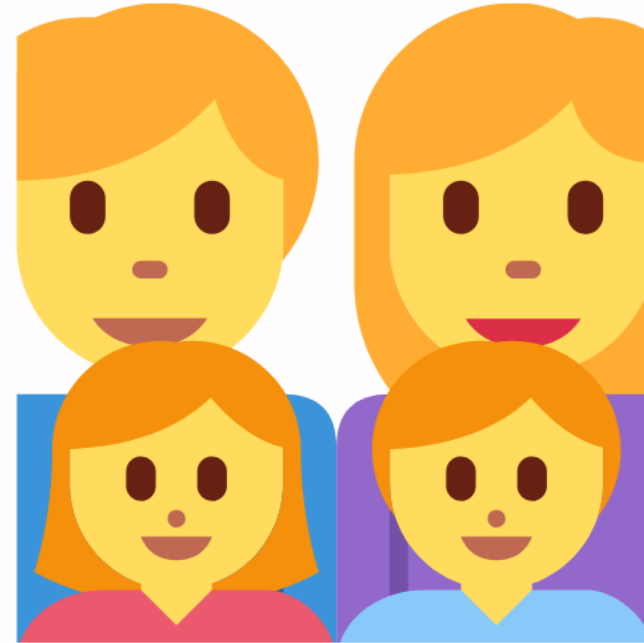
# WHERE DO THEY GET THEIR INFORMATION?



**86% OF MILLENNIAL DADS SEARCH YOUTUBE FOR GUIDANCE  
ON PARENTING TOPICS**

SOURCE: THINK WITH GOOGLE

# WHERE DO THEY GET THEIR INFORMATION?



**75% OF PARENTS ARE ON FACEBOOK AND NEARLY 3/4 LOG ON DAILY.**

SOURCE: PEW RESEARCH CENTER

# WHERE DO THEY GET THEIR INFORMATION?



**MOST MILLENNIAL MOMS TURN TO SEARCH ENGINES (46%)  
AND WEBSITES (22%).**

SOURCE: CONSUMER BAROMETER

# WHERE DO THEY GET THEIR INFORMATION?



**92% OF AMERICANS TRUST RECOMMENDATIONS OVER  
OTHER FORMS OF ADVERTISING.**

SOURCE: NIELSEN

# WHO DO THEY TRUST?

PARENTS TRUST THOSE CLOSEST TO THEIR CHILDREN

**93%**

TEACHERS

**88%**

PRINCIPALS

**83%**

GUIDANCE COUNSELORS

SOURCE: DATA QUALITY CAMPAIGN



# WHO DO THEY TRUST?



**PRINCIPALS ARE TRUSTED BY 84% OF THE PUBLIC**

SOURCE: WASHINGTON POST

# WHO TO REACH OUT TO

- LOCAL LEGISLATIVE OR COUNCIL REPRESENTATIVES
- LOCAL CHURCHES
- LOCAL LIBRARIES
- LOCAL FEEDER SCHOOLS (E.G. PRESCHOOLS IF YOU'RE ELEMENTARY)
- LOCAL RADIO AND MEDIA OUTLETS
- SOCIAL MEDIA

# EVENTS TO ATTEND

- FAIRS, CARNIVALS, CONCERTS, FOOD FESTIVALS, AND OTHER COMMUNITY EVENTS
- COMMUNITY OR CHURCH MEETINGS

# HOW TO RUN A COMMUNITY MEETING

- **ADVERTISE YOUR PRESENCE BEFOREHAND IN LOCAL ESTABLISHMENTS, APARTMENTS, FEEDER SCHOOLS, ETC.**
- **MAKE SURE YOUR PLANNING MEETINGS AND COMMUNITY PRESENTATIONS ARE IN VARIED LOCATIONS (TO REACH A VARIETY OF STAKEHOLDERS)**
- **CONSIDER THE TECHNOLOGY AND ACCESS NEEDS OF YOUR TARGET POPULATION (IS INTERNET OR TRANSPORTATION AN ISSUE?)**
- **VARY THE AGENDA TO ENCOURAGE REPEAT ATTENDANCE, BUT ALWAYS GIVE YOUR HONED 'ELEVATOR SPEECH'**

# CONSIDERATIONS

- **FOOD AND FREEBIES – IF POSSIBLE, PROMOTE YOUR PROPOSAL WITH COMPLIMENTARY GIFTS THAT FEATURE YOUR SCHOOL NAME**
- **BEYOND COMMUNITY SUPPORT, IT LOOKS GREAT TO INCORPORATE COMMUNITY INVOLVEMENT. WHAT ELEMENTS OF THE PROPOSAL CAN STAKEHOLDERS HELP TO INFORM:**
  - COMMITTEES
  - ADVISORY OR PARENT COUNCILS
  - EXTRACURRICULARS OFFERED

# CONSIDERATIONS

- **DON'T STOP – CONTINUE ATTENDING EVENTS AND ADVERTISING BEYOND APPLICATION SUBMISSION, AND BEYOND SPONSOR DECISIONS. A LARGE PROPORTION OF INTERESTED PEOPLE WILL LOSE INTEREST IF COMMUNICATION IS NOT CONSISTENT AND EFFECTIVE**

# APPLICATION LOOK FOR'S

- DEMONSTRATED UNDERSTANDING OF CURRENT LEVELS OF PERFORMANCE WITH THE TARGET POPULATION
- DEMONSTRATED UNDERSTANDING OF CURRENT SCHOOL OPTIONS FOR THE TARGET POPULATION
- LETTERS OF SUPPORT (FROM COMMUNITY MEMBERS OR ORGANIZATIONS)
- LETTERS OF INTEREST (FROM PROSPECTIVE STUDENTS/FAMILIES)
- PROPOSED PARTNERSHIPS (WITH FORMALIZATION WHERE POSSIBLE)

# APPLICATION LOOK FOR'S

- **REQUIRED NOTICES**
  - TO THE LOCAL SCHOOL DISTRICT SUPERINTENDENT
  - TO THE LOCAL DELEGATE
- **STRUCTURAL PLANS FOR RECRUITMENT AND ENROLLMENT**
- **STAFF OR BOARD PLANS FOR CONTINUING THESE ACTIVITIES INTO YEAR 0 AND YEAR 1**
- **COST CONSIDERATIONS FOR MARKETING, RECRUITMENT, MATERIALS, ETC.**
- **ALIGNING INFORMATION TO THE BUDGET**

QUESTIONS?